U.S. Serial No. 09/535,105
Response to the Office action of June 3, 2005

This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims

1.   (Currently Amended) A method for selecting a first digital object for display in an electronic television program guide comprising:

receiving the first digital object from a direct-to-home satellite communication system;

determining first and second fuzzy variable values associated with the first digital object;

determining calculating a first priority value by mapping the first and second fuzzy variable values onto a an at least three dimensional profile surface adapted for determining preferences associated with a television viewer;

comparing the first priority to a predefined threshold; and

selecting the first digital object for display in the electronic television program guide if the first priority crosses the predefined threshold.

U.S. Serial No. 09/535,105
Response to the Office action of June 3, 2005

2. (Currently Amended) A method as defined in claim 1, further comprising:

setting the predefined threshold to the first priority;

receiving a second digital object from the direct-to-home satellite communication system;

determining third and fourth fuzzy variable values associated with the second digital object;

~~determining~~ calculating a second priority value by mapping the third and fourth fuzzy variable values onto ~~a~~ an at least three dimensional profile surface adapted for determining preferences associated with a television viewer;

comparing the second priority to the predefined threshold; and

selecting the second digital object for display in the electronic television program guide if the second priority crosses the predefined threshold.

3. (Previously Presented) A method as defined in claim 1, further comprising displaying the first digital object in the electronic television program guide.

4. (Currently Amended) A method as defined in claim 3, further comprising:

selecting a color based on the comparison between the first priority value and the predefined threshold, and

associating the display of the first digital object with the selected color.

5.   (Currently Amended) A method as defined in claim 3, further comprising:

selecting a number based on the comparison between the first priority value and the predefined threshold, and

associating the display of the first digital object with the selected number.

6.   (Original) A method as defined in claim 3, wherein the first digital object comprises an advertising object.

7.   (Currently Amended) A method for selecting a first digital object associated with an electronic television program guide for deletion from memory, the method comprising:

receiving the first digital object from a direct-to-home satellite communication system;

determining first and second fuzzy variable values associated with the first digital object;

~~determining~~ calculating a first priority value by mapping the first and second fuzzy variable values onto ~~a~~ an at least three dimensional profile surface adapted for determining preferences associated with a television viewer;

comparing the first priority value to a predefined threshold; and

selecting the first digital object for deletion from a memory if the first priority value crosses the predefined threshold.

Page 4 of 11

8.   (Currently Amended) A method as defined in claim 7, further comprising:

setting the predetermined threshold to the first priority;

receiving a second digital object from the direct-to-home satellite communication system;

determining third and fourth fuzzy variable values associated with the second digital object;

calculating a second priority value by mapping the third and fourth fuzzy variable values onto a an at least three dimensional profile surface adapted for determining preferences associated with a television viewer;

comparing the second priority value to the predefined threshold; and

selecting the second digital object for display in the electronic television program guide if the second priority value crosses the predefined threshold.

9.   (Currently Amended) An apparatus for displaying a first digital object in an electronic television program guide comprising:

a receiver that receives the first digital object from a direct-to-home satellite communication system;

a controller, operatively coupled to the receiver, the controller determining first and second fuzzy variable values associated with the first digital object, the controller determining calculating a first priority by mapping the first and second fuzzy variable values onto a an at least three dimensional profile surface adapted for determining preferences associated with a television viewer, the controller comparing the first priority value to a predefined threshold, and

a display, operatively coupled to the controller, the controller causing the display to present the first digital object in the electronic television program guide if the first priority crosses the predefined threshold.

10.   (Original) An apparatus as defined in claim 9, wherein:

the receiver is further adapted to receive a second digital object from the direct-to-home satellite communication system;

the controller is further adapted to determine third and fourth fuzzy variable values associated with the second digital object; and

the controller is further adapted to determine the predefined threshold by mapping the third and fourth fuzzy variable values onto the profile surface.

11.   (Currently Amended) An apparatus as defined in claim 9, wherein:

the controller is further adapted to select a color based on the comparison between the first priority value and the predefined threshold; and

the controller is further adapted to associate the display of the first digital object with the selected color.

12.   (Currently Amended) An apparatus as defined in claim 9, wherein:

the controller is further adapted to select a number based on the comparison between the first priority value and the predefined threshold; and

the controller is further adapted to associate the display of the first digital object with the selected number.

13.   (Currently Amended) An apparatus for selecting a first digital object associated with an electronic television program guide for deletion from memory comprising:

a receiver that receives the first digital object from a direct-to-home satellite communication system;

a controller, operatively coupled to the receiver, the controller determining first and second fuzzy variable values associated with the first digital object, the controller ~~determining~~ calculating a first priority value by mapping the first and second fuzzy variable values onto ~~a~~ an at least three dimensional profile surface adapted for determining preferences associated with a television viewer, the controller comparing the first priority to a predefined threshold, and

a memory, operatively coupled to the controller, the controller causing the memory to delete the first digital object if the first priority value crosses the predefined threshold.

14.   (Original) An apparatus as defined in claim 13, wherein:

the receiver is further adapted to receive a second digital object from the direct-to-home satellite communication system;

the controller is further adapted to determine third and fourth fuzzy variable values associated with the second digital object; and

the controller is further adapted to determine the predefined threshold by mapping the third and fourth fuzzy variable values onto the profile surface.